



How can it already be July 4! Up until this point of the year, many of us have probably thrown those hard thought plans out the window. The early growing season has been anything but. Mother Nature has a way of changing the way we do our jobs. Long-range planning has always been a key in the busy world of running a golf club or course. A key committee within the MAGCS has always been the Long-Range Planning Committee. The plans of this committee have worked out better than the year's golf season.

Many of the items that were planned a few years ago by the LRP committee have become reality. I would like to talk about several in this month's president's message. One of the biggest changes has been the restructuring of the *Bull Sheet*. I still cannot believe that our new *On Course* did not receive an award last year in Las Vegas. The majority of the comments that are heard about the new look have been very positive. The LRP called for a name change, a color photo cover and sending the magazine out third class. All of these have been accomplished. The future of our magazine remains to be *On Course*.

The Finance Committee continues to plan for the future. A few years ago, the association's dues were increased. This helped us to create new avenues for not only providing our members more benefits but also gave us more monies to donate to different research programs. Some of the added income was also invested in a money market fund which created additional interest for the association. This last winter, a financial planning seminar was held to help our members plan for their own future. All of these items were again a part of a long-range plan that was thought about a few years ago.

The Golf Committee has come a long way, baby! The merchandise that we award has been upgraded tremendously. The golf meetings consist of a variety of events. At least 30 percent of those signing up for a golf meeting receive a prize. No mention of a changeover to soft spikes was made in the latest LRP report, but the change has already taken place. Any updated plan would have surely called for a soft spike change. Were many of the above golf plans called for in the LRP? As our friend Marv Albert would say, "Yessss".

One of the plans we have talked about lately has been the forming of an Environmental Stewardship Committee. This is already in the works for this year. The MAGCS is also involved with the continued growth of the work that the Audubon Society continues to do. The last LRP called for these moves.

The work of the executive secretary continues to be planned out for the future. Every new member receives a packet which gets the individual rolling in the

association. The directory has been redeveloped and redesigned. A midyear update of our directory will be in the members' hands shortly. LRP asked for it; you got it!

Several other areas continue to plan for the future:

Commercial Advisory Committee: Vendor Day and more involvement in the hospitality room.

Membership Committee: Many new member benefits and gold/silver membership money which helps increase our giving power.

Public Relations: Continue to seek out ways to promote the profession we all work in.

My advice to all of the members of the MAGCS is to stick around and stay involved with the future of our fine association. Our long-range plan would be worthless without the involvement of our members. THANKS TO ALL!

Ed Braunsky, CGCS  
President, MAGCS